Amendments to the Specification

Change paragraph 0024, as follows:

[0024]

In claim 11, the present invention provides a moving image distribution program for distributing a prespecified moving image to a user terminal connected to a moving image distribution system via a network line such as the Internet, and the program comprises a moving image dividing step of dividing the moving image to two not-reproducible moving image files along the time axis;
an encrypting step of encrypting data either one of the divided <u>two</u> ~~twp~~ moving image files together with data for a CM file including a prespecified CM element incorporated therein; and a moving image distributing step of distributing, in response to a demand for reproduction from the user terminal storing therein either another one of the moving image files, the other one of the moving image files together with the CM moving image to the user terminal.

Change paragraph 0033, as follows:

[0033]

According to the embodiment described in claims 1 to 3, since the moving image is divided into two not-producible moving image files, one of the moving image files is distributed to the user terminal before the other moving image file is distributed along with the CM file necessary to restore the moving image, whereby the moving image is restorable only with presence of the <u>CM</u> ~~Cm~~ file, the user can enjoy the moving image free of charge any number of times on the condition of viewing the CM advertisement at the time of replaying the moving image. On the other hand, the copyright holder can simplify the management of the moving image and earn the royalty of the copyright by means of the advertising income by the CM advertisement.

Change paragraph 0117, as follows:

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[0117]

The decoder 542 is a computing section for decoding (<u>decrypting</u> ~~encrypting~~) a main moving image file and a slave moving image file based on prespecified information for decoding, and has a storage area and a memory sufficient for the computing processing. The decoder 542 recognizes reproduction of a CM moving image in cooperation with the moving image reproducing section 541, extracts information for decoding stored in the CM moving image, and reproduces the main moving image file and the salve moving image file to the original reproducible moving image based on the information for decoding.

Change paragraph 0139, as follows:

[0139]

The AC coefficient is once replaced with a matrix intermediate sign and is furthermore encoded by means of the run length method (step ST119). The encoded data is incorporated in the main moving image file as a portion thereof. The DC coefficient is subjected to entropy encoding based on a <u>code</u> ~~ede~~ table (step ST120), and the encoded data is incorporated in the slave moving image file.

Change paragraph 0154, as follows:

[0154]

After the filter factors are computed, when it is determined that there is a next frame, the moving image dividing unit 222 acquires the frame in step ST401 again, and executes the dividing processing based on the filter factor computed for the preceding frame, and the process sequence is finished when all of the frames have been processed <u>(step ST412)</u>.

Change paragraph 0163, as follows:

[0163]

The conditions for distribution as used herein include a method of managing a main moving image file and a slave moving image file after division, namely whether the main moving image file is to be managed by the moving image contents provider both of the main and slave moving image files are to be managed by the service provider, and a type of ~~pf~~ a CM moving image appended to the slave moving image file, or how to receive a copyright fee.

Change paragraph 0169, as follows:
[0169]

Respective file information is added anew to each of the main moving image file and slave moving image file obtained by division of the moving image, and the main moving image file is stored in the main moving image file storing section 223 of the moving image dividing engine, while the slave moving image file is stored in the slave moving image file storing section 231 of the moving image distributing engine 230 respectively (step ST310). At the same time, also the file information is sent to and stored in the main moving image file information storing section 224 and the slave moving image file information storing section 232 <u>(step ST311)</u>.

Change paragraph 0176, as follows:
[0176]

The distribution condition input screen is displayed at the sponsor terminal (step ST324), and specifies and sends a title of the CM moving image file to be distributed to the service provider server 2 or a method of distributing the file. The service provider server 2 receives the distributed contents. When the contents <u>are</u> ~~is~~ desired ones, the service provider server 2 returns a screen displaying a text indicating acknowledgement of the contents to the sponsor. The conditions for distribution of CM includes a types of desired moving image contents, a gender and age of a target for distribution (user) of the CM moving image, and the like.

Change page 37, line 35 to page 38, line 4, as follows:

[0117] [0177]

The sponsor server 3 displays the reaffirmation screen on the monitor (step ST306 325), reaffirms the distributed contents, and demands estimation of cost for distribution of the CM. The service provider server 2 receives the demand for estimation, executes a prespecified processing step for estimation (step ST326) based on the conditions for distribution and the like, and then sends the estimation screen to the sponsor server 3.

Change paragraph 0180, as follows:

[0180]

The service provider server 2 demands demand downloading of oa a CM moving image file to be distributed. The sponsor server 3 having received the demand for downloading at first searches the CM moving image file storing section 32 and the CM information storing section 34 in the WWW server 31 to acquire the demanded CM file moving image file (step ST330), and sends the CM moving image file together with the moving image file information to the service provider server 2. The sponsor server 3 stores the distribution log in the distribution log information managing section 35.

Change paragraphs 0193-0195, as follows:

[0193]

The user terminal 5 having downloaded the reproduction software 54 stores the reproduction software 54 in the hard disk 52 (step ST384). In this embodiment, reproduction software 54 is distributed immediately after downloading in the state where the reproduction software 54 can be started up, but the reproduction software 54 may be installed anew, and there is not specific restriction over the distribution of the reproduction software 54.

[0194]

Then the user terminal 5 starts the stored reproduction software 54 (step ST385). When an instruction for starting is received, the reproduction software 54 is once initialized, and the user terminal 5 accesses the user information storing section 543 provided therein to acquires the user information (step ST386). When it is determined that the user information is present (step ST387), namely when the reproduction software 54 is installed again, the user terminal 5 returns to step ST349 shown in FIG. 9 to prepare for distribution of the demanded moving image.

[0195]

When it is determined that there is not the user information, namely that the user is a new one, the user terminal 5 shifts to a new user registration step (step ST388). In the new user registration step, at first, the user fills user information in entry columns displayed on the screen, and finally presses the registration complete button. With this operation, the new user information is stored in the user information storing section 543 in the reproduction software 54 (step ST~~388~~ 399).

Change paragraph 0197, as follows:

[0197]

The user certifying engine 210 stores the issued account information in the account information storing section 217, and stores the distribution log in the access log managing section 218 (step ST391). With this operation, the reproduction software distribution step in the service provider server 2 is finished. Distribution of the account information may be performed by the reproduction software in the on-demand state, or may be sent to a mail address included in the user information.

Change paragraph 0202, as follows:

[0202]

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The moving image distributing engine 230 sends the received main moving image file information to the file information searching section 233, and the file information searching section 233 searches the slave moving image file storing section 231 for the demanded slave moving image file and also searches the slave moving image file information storing section 232 for the slave moving image file information to prepare for distribution of the moving image (step ST351).

Change paragraph 0207, as follows:

[0207]

In this embodiment, for encryption, each file is encoded by means of the exclusive logical sum (XOR) processing. The produced CM file and the slave moving image file are distributed from the moving image distributing engine 230 to the user terminal 5. The moving image distributing engine 230 having finished the task for distribution finally stores distribution log for the CM file in the distribution log managing section 237 (step ST356), also stores distribution log for the slave moving image file in the distribution log managing section 237 (step ST357), and then finishes the process sequence.